

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			JUL. 4-10, 1988			
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS	LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN												
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-							
EVENING																																			
A DIFFERENT WORLD																																			
THU	8.30P	30	NBC	2	A	17.0	33	1506	1601	293	244	84	722	316	503	405	303	174	396	186	287	237	163	84	232	135	251	168							
	209	99	CS	37	B	16.8	33	1484	1603	296	247	97	723	314	493	423	298	185	397	196	279	224	152	91	212	127	269	178							
					C	23.3	38	2064	1768	340	285	100	810	325	522	451	332	240	457	199	306	266	191	120	205	116	296	193							
ABC MONDAY NIGHT BASEBALL																																			
MON	8.00P	190	ABC	2	A	5.9	14	523	1479	180	129	38^	595	140	200	193	212	365	789	225	372	356	337	349	37^	16^	58^	44^							
	196	97	SE	6	B	7.2	15	639	1480	206	147	41^	566	143	221	228	215	298	795	233	394	371	339	340	44^	15^	76	46^							
					C	7.8	15	692	1510	193	145	42^	550	137	239	239	232	269	812	247	423	392	352	336	60	17^	89	53							
ST. LOUIS VS LOS ANGELES																																			
	8.00 - 8.30				A	5.1	13	452	1496	177	142	61^	684	167	238	216	229	414	694	188	334	295	291	318	56^	24^	63^	49^							
	8.30 - 9.00				A	5.5	13	487	1494	175	146	34^	648	136	199	185	215	428	756	201	344	325	327	358	47^	19^	43^	34^							
	9.00 - 9.30				A	5.7	13	505	1517	167	116^	25^	587	130	196	202	207	362	819	245	400	393	352	344	46^	12^	65^	52^							
	9.30 - 10.00				A	6.1	14	540	1510	192	132	37^	590	141	203	192	209	360	820	246	384	383	341	349	37^	13^	64^	43^							
	10.00 - 10.30				A	6.1	14	540	1467	177	122	47^	560	136	185	183	208	337	831	225	360	358	354	389	15^	8^	60^	44^							
	10.30 - 11.00				A	6.6	15	585	1460	191	124	34^	557	135	186	186	210	334	822	231	394	370	362	361	28^	18^	53^	38^							
	11.00 - 11.30				A	6.1	14	540	1463	200	124	29^	568	147	220	208	235	310	790	269	434	400	338	294	39^	27^	67^	53^							
ABC SUNDAY NIGHT MOVIE(R)																																			
SUN	9.00P	120	ABC	1	A	9.1	17	806	1636	358	301	66^	830	314	537	481	385																		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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DAY	TIME	DUR	NET	OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
								PERS	WOMEN		LOH 18-49 W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									PERS			WOMEN	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	18-	18-	25-	35-	TOTAL	12-	12-	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH		W O M E N					M E N					T E E N S		CHILDREN												
									PERS	WOMEN	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.	TOT.											
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	6-11									
EVENING CONT'D																																					
J.J. STARBUCK SPCL(S,R)	TUE	9.00P	60	NBC		A	11.2	20	992	1599	251	177	104	801	173	372	355	414	376	566	141	293	295	285	233	93	46^	139	90								
		196	98	GD		A	11.1	20	983	1592	248	174	104	802	175	368	359	410	376	548	136	288	290	274	220	91	41^	151	95								
		9.00 - 9.30				A	11.3	20	1001	1607	253	180	103	801	172	375	352	418	375	584	145	297	300	296	246	94	50^	127	84								
L.A. LAW(R)	THU	10.00P	60	NBC	2	A	15.8	30	1400	1472	354	288	66	746	277	486	425	349	221	513	208	335	311	229	146	107	50	107	76								
		212	99	GD	35	B	15.6	29	1382	1507	342	276	75	743	291	487	429	335	212	525	216	354	321	239	141	117	56	122	79								
		10.00 - 10.30				C	17.6	30	1558	1555	335	271	100	780	295	506	470	361	224	582	230	388	361	272	158	101	56	92	51								
		10.30 - 11.00				A	15.4	29	1364	1488	364	297	78	763	295	500	433	351	222	504	202	329	310	226	143	110	56	112	82								
						A	16.1	31	1426	1466	346	281	55	735	262	475	421	349	221	524	215	342	314	234	150	105	45	103	71								
MACGYVER(R)	SUN	8.00P	60	ABC	2	A	7.2	14	638	1759	300	264	63^	651	259	440	385	295	180	654	238	453	423	336	162	105	42^	349	230								
		215	98	A	6	B	6.1	13	536	1760	273	231	72^	664	243	412	373	291	216	640	218	425	404	334	169	126	55^	330	216								
		8.00 - 8.30				C	7.1	14	629	1756	271	225	74	685	239	429	379	319	218	663	243	451	419	340	162	137	54	271	172								
		8.30 - 9.00				A	6.4	13	567	1739	300	261	58^	631	241	414	368	293	184	644	213	428	410	349	172	95^	32^	369	243								
						A	8.0	15	709	1774	300	265	67^	667	274	461	398	297	177	661	258	473	433	326	154	113	50^	333	221								
MAGNUM, P.I.(R)						A	8.7	19	771	1577	335	238	72^	796	218	400	398	380	334	596	180	328	321	282	219	79^	43^	106	57^								
MON	10.00P	60	CBS	2	B	9.4	18	833	1576	334	244	74	818	268	452	435	367	312	565	210	344	319	248	184	84	42^	109	60									
	201	96	PD	2	C	9.4	18	833	1576	334	244	74	818	268	452	435	367	312	565	210	344	319	248	184	84	42^	109	60									
	10.00 - 10.30				A	8.5	19	753	1616	339	242	87	797	233	408	401	376	325	605	189	335	325	284	222	82^	44^	133	67^									
	10.30 - 11.00				A	8.9	20	789	1539	331	234	58^	794	204	392	396	384	342	587	172	322	318	279	216	77^	42^	81	48^									
MARRIED...WITH CHILDREN(R)	SUN	8.30P	30	FOX	2	A	6.1	12	540	1797	294	261	125	696	400	536	392	231	127	658	391	548	413	241	72^	187	108^	257	137								
	124	87	CS	38	B	5.3	11	470	1732	324	287	102	697	365	526	405	252	140	650	373	538	422	251	69^	171	84^	214	119									
					C	4.9	8	436	1867	328	292	107	688	369	534	419	254	123	684	396	574	452	258	77	218	99	277	180									
MATLOCK(R)	TUE	8.00P	60	NBC	2	A	12.5	24	1108	1545	231	153	80	831	170	336	328	387	438	504	109	226	235	231	236	77	36^	133	81								
	203	99	GD	38	B	12.5	24	1103	1552	256	177	75	851	164	346	358	400	440	496	99	208	211	228	255	77	42	128	79									
	8.00 - 8.30				C	16.2	26	1439	1617	258	170	49	884	132	321	352	437	493	578	97	220	231	287	314	67	34	89	53									
	8.30 - 9.00				A	11.9	23	1054	1533	234	159	73	827	173	338	323	383	434	503	110	228	236	226	235	75	34^	129	84									
					A	13.1	24	1161	1557	228	148	86	835	168	334	332	391	441	505	107	225	235	235	237	79	38^	138	78									
MR. BELVEDERE(R)	FRI	9.00P	30	ABC	2	A	10.8	23	957	1631	281	222	104	796	267	444	364	324	318	395	155	237	202	173	121	140	89	300	202								
	202	96	CS	17	B	10.3	22	913	1623	269	217	93	777	264	430	357	311	312	413	150	239	212	184	139	139	82	294	203									
					C	10.6	19	939	1671	271	213	94	748	250	423	377	315	289	422	161	257	238	189	133	170	104	331	222									
MOONLIGHTING(R)	TUE	9.00P	60	ABC	2	A	9.9	18	877	1664	289	247	130	709	382	538	418	241	133	459	282	370	267	146	68^	194	125	302	173								
	214	99	PD	32	B	10.3	18	908	1623	298	259	125	704	383	541	418	238	130	463	274	368	281	150	71	185	121	270	161									
	9.00 - 9.30				C	15.9	25	1411	1650	364	323	126	764	406	590	490	278	140	478	270	389	324	175	65	202	115	207	132									
	9.30 - 10.00				A	10.1	18	895	1660	298	254	129	714	377	529	408	244	144	453	281	360	254	140	70^	180	119	313	173									
					A	9.8	17	868	1651	276	237	130	697	383	541	423	235	121	461	280	376	278	151	65^	206	130	288	171									
MOVIE OF THE WEEK-WED(S,R)					A	12.2	23	1081	1492	268	179	53^	768	151	360	380	452	326	559	138	294	291	308	220	72	33^	93	58^									
CONT'D																																					

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DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN						
								PERS	WOMEN		18-49	18-49 W/CH	18- 49	18- 49	25- 35	35- 55+	18- 49	18- 49	25- 35	35- 55+	TOTAL	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11					
#STNS	CVG%	TYPE						(2+)	18+	49	<3	W/CH	18- 49	18- 49	25- 35	35- 55+	18- 49	18- 49	25- 35	35- 55+	TOTAL	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11					
EVENING CONT'D																														
MOVIE OF THE WEEK-WED(S)-CONT'D																														
WED 8.00P 180 NBC																														
203 99 FF																														
POLICE STORY:FREEWAY KILLINGS																														
8.00 - 8.30																														
8.30 - 9.00																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
MURDER, SHE WROTE(R)																														
SUN 8.00P 60 CBS 2																														
212 99 SM 42																														
8.00 - 8.30																														
8.30 - 9.00																														
NBC MAJOR LGE PRE GM FRI(S)																														
A 4.7 11 416																														
1512 245 163 44^																														
1490 279 181 48^																														
1504 288 186 55^																														
1481 278 190 58																														
1502 260 176 61																														
1492 264 175 51^																														
1503 299 197 23^																														
1538 277 174 28^																														
1598 308 194 38																														
1469 288 190 23^																														
1524 308 202 22^																														
1459 189 150^ 43^																														
690 154 264 244 281 384																														
790 133 328 361 441 377																														
795 126 338 373 472 373																														
780 155 360 385 461 333																														
766 164 375 384 448 310																														
749 162 377 380 446 295																														
754 160 376 397 456 300																														
573 156 281 263 278 247																														
559 131 267 265 292 246																														
562 133 283 286 317 233																														
551 133 296 298 318 209																														
563 146 320 314 319 197																														
558 133 308 309 319 206																														
535 91 195 213 265 298																														
555 85 189 210 271 320																														
589 94 219 244 300 320																														
531 91 195 215 265 295																														
536 91 193 209 264 299																														
613 167 268 237 230 318																														
62^ 31^ 86 51^																														
55^ 18^ 82 49^																														
67 33^ 95 57^																														
70 37^ 94 59																														
84 36^ 107 67																														
87 40^ 92 59																														
49^ 27^ 59 33^																														
52 29^ 58 37^																														
50 25 67 41																														
38^ 21^ 55 29^																														
59 33^ 61 36^																														
87^ 23^ 69^ 31^																														
FRI 8.00P 15 NBC																														
202 99 SC																														
NBC MAJOR LGE BSBL GM FRI(S)																														
FRI 8.15P 169 NBC																														
203 99 SE																														
NEW YORK METS VS HOUSTON																														
8.00 - 8.30																														
8.30 - 9.00																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
11.00 - 11.30																														
NBC MONDAY NIGHT MOVIES(R)																														
MON 9.00P 120 NBC 2																														
191 94 FF 36																														
BATES MOTEL																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
A 4.7 11 416																														
A 5.5 12 487																														
A 6.0 13 532																														
A 6.5 14 576																														
A 7.5 15 665																														
A 7.1 15 629																														
A 7.1 15 629																														
A 7.8 17 691																														
B 13.4 26 1183																														
C 16.1 26 1423																														
A 7.5 17 665																														
A 7.8 17 691																														
A 7.7 17 682																														
A 8.3 19 735																														
1472 180 144^ 42^																														
1433 193 145 29^																														
1395 192 137 15^																														
1451 208 142 24^																														
1478 199 138 42^																														
1481 201 141 51^																														
1533 191 133 60^																														
1649 310 241 85^																														
1599 331 266 92																														
1633 324 258 84																														
1653 295 232 64^																														
1633 291 233 65^																														
1656 320 244 93^																														
1635 327 250 114																														
677 143^ 251 242 270 388																														
589 121^ 221 227 245 323																														
550 93^ 188 204 240 317																														
549 99^ 191 216 239 302																														
540 111 211 220 239 285																														
572 120 240 260 262 288																														
635 147 293 292 295 300																														
780 288 494 431 381 222																														
817 298 515 445 383 251																														
832 273 496 456 400 278																														
780 284 503 427 380 215																														
752 270 472 417 363 222																														
791 294 498 440 388 227																														
787 298 498 435 388 220																														
649 172 274 267 241 336																														
690 201 303 269 250 348																														
715 184 293 260 279 387																														
761 208 332 287 298 388																														
732 217 354 295 298 346																														
705 202 331 285 297 338																														
680 223 354 327 282 287																														
575 194 381 374 330 137																														
479 187 320 287 231 125																														
512 178 317 298 253 156																														
165 101 129 84^																														
172 109 131 78																														
143 78 146 91																														
154 91^ 151 83^																														
154 91^ 148 105																														
163 103 116 81^																														
187 116 101 67^																														

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DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN								
											PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
											(2+)	18+	49		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11				
EVENING CONT'D											A	6.9	15	611	1618	268	202	72^	714	240	427	372	323	238	423	145	281	238	228	120	214	147	267	194
RAGS TO RICHES(R)-CONT'D 7.30 - 8.00											A	7.1	13	629	1622	336	277	112	857	263	483	421	370	331	489	153	254	286	206	182	88^	32^	188	117
SIMON & SIMON(R) THU 9.00P 60 CBS 2											B	8.1	15	713	1614	292	235	79	829	219	445	410	374	339	504	150	255	262	215	204	106	49^	175	106
206 97 PD 21											C	12.0	19	1061	1623	281	205	68	823	201	405	399	399	359	562	162	296	297	275	218	99	47	139	85
9.00 - 9.30											A	7.1	13	629	1618	329	269	113	844	260	479	416	367	324	471	140	235	273	205	182	91^	40^	211	135
9.30 - 10.00											A	7.1	13	629	1627	342	284	110	870	266	487	426	373	338	507	165	273	298	206	182	85^	25^	165	98^
60 MINUTES SUN 7.00P 60 CBS 2											A	15.0	34	1329	1480	262	181	36^	770	151	301	312	345	403	626	147	268	288	294	307	21^	7^	63	33^
213 99 DN 43											B	13.8	33	1218	1479	251	170	40	776	144	280	292	335	434	623	131	251	273	292	318	25^	12^	54	32^
7.00 - 7.30											C	19.3	34	1712	1551	278	188	41	772	147	298	315	352	413	692	161	317	331	331	321	38	16	50	27
7.30 - 8.00											A	14.4	33	1276	1494	246	167	38^	756	155	290	301	328	400	644	153	274	298	300	314	24^	9^	70	35^
SLAP MAXWELL(R) WED 9.30P 30 ABC 2											A	8.6	15	762	1530	297	261	125	797	372	539	450	288	226	477	248	323	266	182	119	89	37^	167	99
212 99 CS 5											B	8.6	16	758	1521	292	256	119	775	337	517	437	315	217	470	226	323	276	202	110	106	57^	171	109
SPENSER: FOR HIRE(R)											C	8.5	15	755	1493	292	243	106	734	305	487	428	316	205	494	228	344	307	216	114	111	56	154	95
											A	8.6	16	762	1454	285	231	86	775	272	486	430	370	254	472	195	285	256	197	152	100	38^	107	78^
WED 10.00P 60 ABC 2											B	8.9	17	789	1484	275	215	91	786	249	454	423	397	283	472	176	282	260	210	157	91	41^	135	89
214 99 PD 3											C	9.3	18	827	1469	263	209	84	757	234	434	408	384	270	492	176	290	267	222	169	94	44	126	87
10.00 - 10.30											A	8.5	15	753	1455	298	243	96	798	300	513	447	366	249	455	196	275	250	186	145	96	35^	105	77^
10.30 - 11.00											A	8.7	16	771	1452	272	219	77^	752	245	461	413	374	259	488	194	295	262	207	159	104	41^	108	80^
SPORTSBREAK-SAT SAT 9.54P 1 CBS 2											A	6.3	13	558	1548	294	190	84^	852	176	357	356	416	442	516	144	250	255	244	229	43^	16^	137	81^
211 99 SN 42											B	6.6	14	580	1611	280	196	87	785	213	372	346	361	370	632	207	360	368	301	226	56^	16^	138	76^
											C	8.2	15	727	1692	295	225	76	773	226	414	404	363	300	666	216	393	396	326	217	108	43	145	90
SPORTSBREAK-SUN SUN 9.58P 1 CBS 2											A	9.6	17	851	1526	263	165	42^	796	136	283	311	388	439	570	116	235	250	284	287	49^	17^	110	61^
212 99 SN 42											B	11.7	23	1032	1569	276	179	45	809	135	312	338	422	422	643	104	250	281	352	331	43^	17^	74	45
											C	16.4	26	1450	1648	335	239	59	866	218	436	435	436	360	613	153	308	314	321	253	80	38	89	55
SUMMER SHOWCASE TUE 10.00P 60 NBC 2											A	11.1	20	983	1575	267	192	83	678	202	375	356	338	263	692	262	441	400	325	219	115	46^	90	51^
201 98 DN 2											B	10.9	20	966	1495	268	196	80	693	193	385	376	358	254	625	205	389	374	324	198	95	40^	82	47
GUNS, GUNS, GUNS 10.00 - 10.30											A	10.6	19	939	1537	254	178	83	663	191	357	343	326	271	685	246	425	392	327	232	109	46^	79	47^
10.30 - 11.00											A	11.7	21	1037	1595	276	202	83	685	211	388	365	345	253	692	275	453	403	320	204	119	46^	100	53^
SUPERCARRIER(R) SAT 8.00P 60 ABC 2											A	5.4	13	478	1592	257	190	56^	665	142	324	352	344	269	682	185	381	421	376	217	75^	20^	170	99^
204 98 A 2											B	5.0	12	441	1547	267	203	52^	646	144	331	350	326	256	689	205	397	409	359	221	70^	19^	142	88^
8.00 - 8.30											C	5.0	12	441	1547	267	203	52^	646	144	331	350	326	256	689	205	397	409	359	221	70^	19^	142	88^
8.30 - 9.00											A	5.1	12	452	1619	273	196	49^	702	158	336	370	361	287	686	176	377	415	377	224	81^	20^	150	83^
											A	5.6	13	496	1596	247	187	64^	643	130	319	342	335	258	690	196	392	435	381	214	72^	19^	192	115^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	JUL. 4-10, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
								PERS	WOMEN			18- 49	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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30 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN			W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
								18+	18-49		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		TOTAL PERS	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEENS				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %		WORKING WOMEN					WOMEN					MEN					MALE	FEM.			
#STNS	CVG%	TYPE	T/C	%		%	0,000		18-49	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54					
LATE FRINGE CONT'D					A	0.7	12	64	1151	227^	125v	133v	53v	575	172^	309^	288^	305^	279^	77v	414^	175^	254^	219^	263^	237^	23v	65v
CBS NEWS NIGHTWATCH-3	M-THSU	3.00A	180	CBS	10	0.8	13	66	1209	283^	178^	187^	63v	640	206^	364^	345^	367^	337^	79v	400^	159^	249^	227^	270^	230^	38v	64v
		76	73	N	208	0.8	15	74	1121	288^	173^	193^	56v	678	178^	319^	300^	367	338^	52v	363	138^	220^	212^	254^	218^	14v	16v
		3.00 - 3.30				0.9	12	76	1220	233^	141^	145^	91v	604	225^	350^	312^	326^	297^	136^	442	209^	324^	292^	319^	261^	64v	52v
		3.30 - 4.00				0.8	13	73	1184	218^	131^	141^	59v	600	181^	323^	296^	314^	290^	90v	421^	204^	288^	257^	299^	262^	37v	57v
		4.00 - 4.30				0.7	13	62	1100	226^	116v	116v	40v	572	174^	283^	272^	280^	251^	53v	386^	173^	241^	211^	259^	243^	9v	62v
		4.30 - 5.00				0.7	13	58	1106	232^	121v	118v	43v	552	160^	297^	284^	293^	262^	51v	412^	168^	226^	183^	236^	229^	<<	69v
		5.00 - 5.30				0.5	11	48	1136	216^	117v	132v	37v	545^	148^	311^	299^	324^	300^	48v	419^	139v	211^	173^	222^	216^	<<	74v
		5.30 - 6.00							1096	230^	115v	143v	30v	537^	105v	259^	243^	274^	259^	66v	379^	130v	190^	153v	196^	179^	12v	83v
CBS SUNDAY NEWS	SUN	11.00P	15	CBS	2	3.0	6	266	1468	220^	123^	149^	46v	721	92^	273	259	327	305	85^	605	124^	290	280	309	265	65^	21v
		119	62	N	42	3.3	7	288	1502	238	155^	167	52^	724	107^	273	259	330	310	86^	613	116^	270	260	317	284	77^	24v
						3.2	7	285	1474	284	201	207	54^	804	162	374	360	406	374	57^	573	135	289	275	321	294	29^	16v
DAVID LETTERMAN I	MON-THU	12.30A	30	NBC	9	4.2	19	376	1334	232	204	188	118	583	265	415	359	386	355	183	482	277	375	331	350	281	129	56^
		205	99	GV	203	4.0	19	352	1336	236	207	194	115	581	258	421	370	397	361	196	494	291	391	340	361	286	123	59^
		12.36A	30			3.9	19	346	1373	275	233	207	119	654	278	446	404	439	382	165	575	324	450	399	428	345	52^	39^
		12.30 - 1.00				4.3	19	377	1332	233	205	189	117	580	262	413	356	384	353	183	481	276	374	331	349	279	130	56^
		1.00 - 1.30				4.0	18	354	1334	203	180	158^	144^	636	313	456	395	422	380	174^	471	289	366	327	358	308	103^	75^
DAVID LETTERMAN II	MON-THU	1.00A	30	NBC	9	3.5	20	312	1361	214	200	172	133	576	274	433	364	381	350	225	502	308	401	341	356	264	137	58^
		205	99	GV	203	3.4	20	299	1347	228	204	185	126	578	269	432	371	394	356	215	506	314	405	347	364	275	125	58^
		1.06A	30			3.2	20	285	1357	273	236	203	125	635	290	451	406	437	375	181	583	357	472	416	445	350	51^	37^
		1.00 - 1.30				3.5	20	312	1366	213	199	171	133	576	274	434	365	380	350	226	505	311	404	344	358	264	138	57^
		1.30 - 2.00				3.2	17	284	1310	249	235	192^	145^	602	292	451	385	412	370	213^	447	238	352	304	324	259	138^	69^
FRIDAY NIGHT VIDEOS	FRI	1.36A	60	NBC	2	2.1	14	186	1193	219^	209^	194^	108^	539	287^	432	399	416	382	245^	411	262^	368	285^	287^	205^	126^	74v
		174	96	PC	41	2.4	16	208	1234	203^	181^	159^	117^	538	263	396	360	378	329	224	438	290	378	305	315	234	103^	83^
		1.30 - 2.00				2.6	17	233	1407	263	236	196	167	596	328	466	412	437	356	230	572	403	491	409	432	339	101^	62^
		2.00 - 2.30				2.4	14	213	1272	232^	219^	190^	146^	546	282^	440	398	415	381	274^	400	255^	346	266^	267^	193^	157^	113^
		2.30 - 3.00				2.0	15	177	1123	206^	199^	195^	76v	520	283^	418	393	410	377	234^	431	277^	399	309^	311^	219^	99^	44v
						1.4	12	124	1156	217^	217^	217^	74v	629	350^	480^	452^	474^	427^	129v	352^	210^	302^	253^	257^	193^	113v	16v
G MICHAELS SPORTS MACHINE	SUN	11.51P	15	NBC	2	1.9	7	168	1437	364^	275^	291^	84v	708	236^	421	421	478	411	147^	615	263^	453	428	449	379	72v	17v
		76	53	SC	43	2.0	7	177	1438	276	210^	212^	74^	608	216^	381	368	408	362	160^	680	305	505	454	494	430	75^	21v
		11.30 - 12.00				1.9	7	171	1483	270	224	220	93^	607	209	400	381	420	371	197	732	346	532	466	516	418	53^	38^
		12.00 - 12.30				1.9	7	168	1448	370^	287^	304^	91v	726	243^	435	435	488	413	153^	598	258^	455	426	447	376^	75v	17v
						1.9	7	168	1420	354^	257^	273^	72v	681	225^	399	399	462	407	137^	639	272^	451	432	452	385	69v	16v
LATE SHOW-FOX	MON-FRI	11.30P	60	FOX	10	1.1	3	94	1338	249^	221^	187^	131^	567	290^	399	349^	366	304^	153^	504	306^	406	376	410	340^	103^	38v
		CONT'D				1.2	4	104	1345	237^	205^	175^	136^	533	247^	376	342	364	305	156^	500	292	406	370	403	342	111^	87^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN					W O M E N					M E N					T E E N S									
									18- 24		18+ 18+	25- 49	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
LATE FRINGE CONT'D										C	1.4	4	127	1430	285	252	221	146^	631	327	477	429	462	396	178^	582	355	481	407	436	365	67^	58^
LATE SHOW-FOX-CONT'D										A	1.2	4	110	1315	255^	222^	186^	140^	576	289^	400	346	369	301^	151^	504	305^	400	372	406	332	88^	34^
107 79 GV 204										A	0.9	3	80	1341	235^	215^	184^	115^	542	285^	389^	345^	353^	302^	154^	493	302^	406^	374^	406^	345^	121^	43^
SAT 11.30P 80 NBC 1										A	6.9	21	611	1468	282	228	202	145	632	279	424	389	432	360	169	520	227	388	355	385	320	111	77^
200 99 GV 32										B	6.9	21	611	1468	282	228	202	145	632	279	424	389	432	360	169	520	227	388	355	385	320	111	77^
11.30 - 12.00										C	7.9	24	696	1546	300	253	227	149	662	305	475	431	467	405	152	593	304	470	425	460	403	99	86
12.00 - 12.30										A	8.3	23	735	1499	302	246	220	148	665	283	434	400	448	378	123	512	192	347	318	360	320	106	80^
12.30 - 1.00										A	6.4	20	567	1476	289	236	204	152	631	281	435	398	437	359	191	520	234	408	372	397	328	117	78^
TONIGHT SHOW										A	5.4	20	478	1423	233	180	162	132^	575	273	394	356	397	331	242	550	302	458	417	431	316	114^	70^
MON-THU 11.30P 60 NBC 10										A	5.7	18	503	1385	242	177	185	94	662	191	369	333	384	362	109	492	194	311	283	308	271	94	60^
202 99 GV 201										B	5.3	18	466	1399	253	188	192	97	668	203	385	346	394	365	123	506	215	332	300	330	281	86	56^
FRI 11.36P 60										C	6.0	20	535	1401	273	212	207	91	729	225	413	383	431	390	99	540	215	349	323	359	308	42^	34^
11.30 - 12.00										A	6.0	17	535	1416	236	168	180	93	667	185	369	334	389	367	98	516	191	318	293	318	286	92	61^
12.00 - 12.30										A	5.3	19	470	1370	251	189	193	95	664	198	374	335	384	362	123	473	200	307	276	299	257	97	60^
12.30 - 1.00										A	4.8	18	425	1380	256	195	206	108^	675	229	383	334	384	355	120^	483	202	300	280	331	287	94^	55^

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JUL. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N						
									18-49	WOMEN	15-					25-					TOTAL	55+	12-			2-						
									W/CH	18-	24	18+	49	24	TOTAL	34	49	49	54	64	55+		MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.			
MONDAY-FRIDAY DAYTIME CONT'D																																
GUIDING LIGHT					A	5.8	19	512	87	246	187	172	906	253	462	343	390	405	397	230	109	35^	88	66	44^	57^	35^	67				
MON-FRI 3.00P 60 CBS 9						5.8	19	514	92	240	184	172	893	258	458	340	386	390	388	232	100	38^	91	68	49^	61	39^	71				
209 99 DD 202						6.0	20	534	93	195	144	127	896	235	430	336	384	387	418	258	118	19^	51	42^	36^	51	44^	43^				
3.00 - 3.30						5.8	20	514	92	238	182	177	906	254	466	345	391	406	394	236	111	34^	90	66	46^	60^	39^	66				
3.30 - 4.00						5.7	19	507	83	255	193	168	912	254	462	345	392	406	403	225	108	36^	87	66	43^	54^	30^	67				
HOME					A	3.0	11	268	108^	259	214	140	777	301	495	393	436	357	238	288	70^	30^	88^	46^	71^	116^	64^	123^				
MON-FRI 11.30A 30 ABC 10						2.9	11	257	100^	258	216	131	742	281	465	377	422	346	231	277	70^	39^	91^	55^	82^	111^	68^	124				
175 89 1A 125						2.6	11	230	143	245	208	103^	787	312	520	435	478	363	224	254	63^	22^	38^	28^	54^	63^	69^	49^				
LOVING					A	3.6	12	317	143	264	230	154	797	374	526	406	439	298	237	274	81^	32^	64^	53^	66^	89^	66^	89^				
MON-FRI 12.30P 30 ABC 10						3.6	12	319	130	231	203	152	790	366	525	416	447	298	234	251	73^	36^	85^	59^	56^	80^	57^	80^				
177 89 DD 203						4.0	15	358	141	241	220	139	830	384	566	449	487	322	226	240	60^	18^	42^	32^	64^	55^	73	46^				
NBC NEWS DIGEST-DAYTIME					A	4.4	15	387	85^	238	206	196	761	239	441	341	389	376	272	320	84^	25^	173	115	62^	68^	51^	78^				
MWF 2.57P 1 NBC 6						4.4	15	393	84^	198	170	182	727	220	412	320	368	350	267	312	100	44^	164	120	57^	71^	56^	72^				
189 92 N 122						4.5	15	400	74	187	162	163	825	250	446	332	387	370	324	275	97	31^	91	68	35^	50^	46^	39^				
NEW CARD SHARKS					A	3.7	15	324	85^	210	163	70^	646	182	343	291	344	336	250	333	126	53^	58^	46^	108	89^	40^	157				
MON-FRI 10.30A 30 CBS 10						3.3	14	291	78^	184	143	69^	654	170	321	271	318	342	286	349	145	50^	57^	39^	98	93^	43^	148				
166 81 QP 205					C	3.0	13	269	76^	133	98	59^	700	176	315	265	318	333	332	416	233	27^	27^	19^	72^	72^	77^	68^				
NEWSBREAK-11.57					A	5.1	18	452	60^	204	165	112	741	192	355	269	317	325	337	350	154	51^	61^	43^	82	63^	32^	113				
MON-FRI 11.57A 2 CBS 10						5.0	19	440	57^	176	138	101	732	176	325	252	302	317	357	341	160	54^	69	46^	82	72	41^	113				
174 81 N 204						5.0	20	447	65	160	120	74	747	178	318	255	303	305	381	408	208	22^	28^	21^	56^	63	66	53^				
NEWSBREAK-3.44					A	4.9	16	431	92	269	199	175	930	272	470	349	399	401	410	228	114	46^	84	74^	50^	59^	33^	75^				
MON 3.44P 1 CBS 9						4.9	16	432	97	250	187	169	913	271	464	347	395	389	400	229	104	46^	85	72	51^	59^	33^	76				
193 92 N 202						5.2	17	457	94	198	151	123	894	235	414	322	368	375	434	258	120	21^	53^	41^	36^	54^	43^	47^				
TUE&THU 3.40P 1					A	6.5	21	572	137	230	200	184	848	383	579	439	489	334	218	261	86	27^	83	55^	62	88	68	82				
WED 3.45P 1						6.7	22	592	136	200	172	177	824	369	561	432	478	332	218	235	77	35^	94	62	65	89	65	88				
FRI 3.43P 1						7.4	25	656	146	221	191	156	865	376	570	441	493	353	243	228	83	17^	49	35^	48	60	67	41				
ONE LIFE TO LIVE					A	6.3	21	562	141	233	204	182	845	385	583	442	494	333	211	267	90	26^	79	52^	64	89	70	83				
MON-FRI 2.00P 60 ABC 10						6.6	22	583	133	227	197	186	850	380	576	437	485	335	225	255	82	28^	85	59	59	86	65	80				
216 99 DD 201						6.0	23	530	59^	186	146	85	647	158	302	241	275	284	312	353	146	49^	71	43^	116	98	50^	163				
2.00 - 2.30					B	5.6	22	494	57^	160	123	76	652	143	280	228	263	290	338	359	153	55^	68	43^	108	96	50^	154				
2.30 - 3.00						5.1	22	448	66	138	96	72	713	165	293	231	270	297	381	423	221	25^	27^	21^	73	72	74	70				
PRICE IS RIGHT 1						7.5	28	663	56	183	144	96	673	173	311	234	269	277	327	361	154	55	60	40^	106	103	51	157				
MON-FRI 11.00A 30 CBS 10						7.2	28	638	52	156	120	88	666	155	284	220	258	277	343	363	163	57	64	43^	104	97	52	150				
211 99 AP 204						6.5	27	575	61	143	102	73	725	166	293	230	272	288	391	428	226	24^	27^	21^	68	68	72	64				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
								18-49	WOMEN		18-	15-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
								W/CH	18-		15-	18-	25-	25-	35-	24	TOTAL	34	49	49	54	64	55+	12-	12-	15-	2-	2-	2-	6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									15-24		TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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SAT	12.00N	30	CBS	2	B	4.0	14	350	1460	140	348	262	96^	222	223	96^	127^	130^	93^	667	372	295	254	413	221	192	221	192
	172	85	CA	25	C	3.1	11	279	1550	151	378	287	103	258	238	118	120	138	100	676	357	319	283	393	218	176	192	201

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N											T E E N S			CHD	
#STNS	CVG%	TYPE								18- 49	25- 21+	54		18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+		12- 17	12- 17	2- 11			
WEEKEND DAYTIME SPORTS																													
ABC WIDE WORLD-SPORTS SAT	4.00P	120	ABC	2	A	2.8	8	248	1400	199A	479	325	451	285	753	124A	302	462	711	420	481	338	399	327	230A	57v	42v	110A	
SAT	210	99	SA	24	B	3.3	10	288	1410	184	486	257	473	271	727	105A	268	427	697	396	457	322	383	348	239	79A	48A	118A	
	4.00 - 4.30				C	5.2	14	462	1453	202	604	267	591	279	655	61	188	343	629	318	382	282	346	322	248	79	46A	115	
	4.30 - 5.00				A	2.7	8	239	1434	193A	542	390	512	325	641	117A	269	435	595	389	430	317	359	293	165A	76A	57v	174A	
	5.00 - 5.30				A	2.6	8	230	1494	202A	498	359	466	280	794	145A	320	485	748	439	526	341	427	368	223A	81A	51v	121A	
	5.30 - 6.00				A	2.8	8	248	1376	211A	459	312	433	287	787	118A	325	501	743	457	511	383	437	329	232A	50v	39v	81A	
					A	3.0	9	266	1356	197A	440	260	414	262	812	121A	305	444	776	409	476	323	390	331	300	30v	26v	75A	
ANHEUSER BUSCH GOLF-SAT.(S)	4.51P	69	NBC		A	4.6	14	408	1448	150A	547	179	520	163	823	60A	215	398	787	362	398	338	374	343	389	35v	30v	43A	
SAT	198	98	SE																										
	4.30 - 5.00				A	5.1	16	452	1400	148	494	191	464	177	815	61A	238	413	771	369	400	352	383	325	371	38A	33v	53A	
	5.00 - 5.30				A	4.6	14	408	1429	163	524	186	498	174	832	63A	236	415	800	383	419	352	387	336	382	31v	26v	42A	
	5.30 - 6.00				A	4.6	14	408	1436	133A	570	162	543	141A	789	55A	178	363	754	328	365	308	344	345	389	37v	32v	40v	
ANHEUSER BUSCH GOLF-SUN.(S)	4.00P	156	NBC		A	4.9	14	434	1441	134A	577	180	564	169	766	59A	185	315	755	303	342	255	295	326	412	39A	31v	58A	
SUN	195	97	SE																										
	4.00 - 4.30				A	4.4	13	390	1501	188	611	261	581	216	735	81A	237	349	721	335	373	267	305	289	349	51A	31v	105A	
	4.30 - 5.00				A	4.7	14	416	1472	136A	581	176	579	179	783	67A	180	333	773	323	356	267	300	359	416	42A	29v	66A	
	5.00 - 5.30				A	4.9	14	434	1434	111A	549	163	536	139A	769	51A	172	305	761	297	337	254	293	330	424	43A	35v	74A	
	5.30 - 6.00				A	5.0	14	443	1417	118A	579	151	574	150	770	56A	166	285	756	270	307	229	265	324	448	30v	29v	38A	
	6.00 - 6.30				A	5.2	14	461	1431	123A	585	168	570	170	788	49A	180	310	775	296	344	260	308	327	431	33v	30v	24v	
	6.30 - 7.00				A	5.8	15	514	1406	142	568	162	546	166	774	42A	176	333	763	321	372	291	342	359	391	33A	33A	30v	
CBS SPORTS SATURDAY	4.30P	90	CBS	1	A	3.6	11	319	1274	125A	436	233	401	195A	665	46v	146A	341	649	326	375	295	345	386	274	74A	42v	100A	
SAT	208	98	SA	7	B	3.6	11	319	1274	125A	436	233	401	195A	665	46v	146A	341	649	326	375	295	345	386	274	74A	42v	100A	
BUDWEISER BOXING	4.30 - 5.00				C	3.9	11	343	1438	176	541	293	509	259	647	84A	224	388	620	360	400	304	343	306	220	95A	50A	155	
	5.00 - 5.30				A	2.9	9	257	1292	136A	504	301	446	242A	540	28v	145A	279	526	265	291	250	276	299	236A	132A	68A	116A	
	5.30 - 6.00				A	3.8	12	337	1264	107A	394	208	361	167A	729	57A	163A	369	711	352	418	312	379	428	293	56A	36v	85A	
					A	4.0	12	354	1302	136A	437	214	416	192	710	48A	135A	368	696	353	405	319	371	418	291	49A	29v	105A	
CBS SPORTS SUNDAY	4.30P	90	CBS	2	A	3.7	11	328	1481	205	516	279	490	287	756	90A	254	484	731	459	514	394	450	373	217	86A	39v	123A	
SUN	206	98	SA	7	B	3.3	11	292	1443	187	508	294	481	270	703	85A	264	454	669	420	466	369	415	327	203	111A	72A	120A	
BUDWEISER BOXING/TOUR DE FRANCE	4.30 - 5.00				C	4.2	13	372	1412	189	503	281	474	249	673	96	265	423	638	388	442	327	381	303	195	113	70A	123	
	5.00 - 5.30				A	3.7	11	328	1498	189A	546	299	518	297	666	62A	211	404	655	393	424	342	374	313	230	100A	49v	186A	
	5.30 - 6.00				A	3.6	10	319	1510	211	518	276	488	289	805	121A	285	533	767	495	553	413	470	398	214	83A	40v	104A	
MUTUAL OF OMAHA SPEC(S)					A	3.8	11	337	1438	213	485	263	465	275	798	88A	267	516	772	489	566	427	504	409	206	74A	30v	81A	
CONT'D					A	4.1	12	363	1266	173A	471	243	449	220	613	51A	197	375	575	336	394	324	382	358	181	84A	57A	97A	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S			C H D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET #STNS	CVG% TYPE		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N										TOT. MALE	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
											18-	25-	TOTAL	49	21+	54	18-	18-	18-	21-	21-	25-	25-	35-			35+	12-		12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+)		W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
											18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.4-10,1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	37.9	38.1	38.7	39.4	40.0	40.9	41.8	43.1	43.7	44.9	45.0	45.7	45.8	45.7	45.3	44.3		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC MONDAY NIGHT BASEBALL ST. LOUIS VS LOS ANGELES (8:00-11:10)(PAE) →																		
5,230																		
5.9	5.1	*					5.5	*		5.7	*		6.1	*		6.1	*	6.6
14	13	*					13	*		13	*		14	*		14	*	15
5.2	5.0		5.4				5.5		5.7	5.8	6.1	6.1	6.1	6.1	6.1	6.4	6.9	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BLUE SKIES → NEWHART (R) DESIGNING WOMEN (R)(PAE) MAGNUM, P.I. (R) →																		
5,850									6,730		6,820		7,710					
6.6	6.2	*					7.0	*	7.6		7.7		8.7		8.5	*	8.9	*
16	15	*					16	*	17		17		19		19	*	20	*
6.0	6.4		7.0				7.1		7.5	7.7	7.6	7.8	8.4	8.6	8.8	9.0		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF (R)		HOGAN FAMILY (R)		NBC MONDAY NIGHT MOVIES BATES MOTEL (R)														
7,530		7,350		6,910														
8.5		8.3		7.8	7.5	*			7.8	*			7.7	*			8.3	*
21		20		17	17	*			17	*			17	*			19	*
8.0	9.0	8.0	8.6	7.2	7.9	7.7	7.7	7.8	7.8	7.7	8.2	8.5						

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.6		9.7		10.0		10.8		11.7		11.5		10.3		9.3				
23		25		25		25		26		25		23		21				

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.8		2.8		3.0		3.4		3.5		2.9		2.8				
6		7		7		7		8		8		6		6				

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.6		1.9		2.3		2.6		2.6		3.2		2.0				
3		4		5		5		6		6		7		4				

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4		4.6		4.9		5.6		5.6		5.6		6.2		6.2				
12		12		12		13		13		12		14		14				

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		3.9		4.0		3.4		4.0		4.3		4.9		4.6				
9		10		10		8		9		9		11		10				

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.3	50.3	50.0	50.9	50.2	52.0	53.0	54.3	54.9	56.0	56.5	57.0	56.9	56.6	55.5	54.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS? (R)	PERFECT STRANGERS (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,320	11,340	8,770	7,710
13.9	12.8	9.9	8.7
27	24	18	16
13.2	14.6	10.4	8.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS SUMMER PLAYHOUSE THE PRETENDERS	CBS TUESDAY MOVIE A TIME TO TRIUMPH (R)(PAE)
5,580	10,900
6.3	12.3
12	22
6.6	11.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK (R)	J.J. STARBUCK SPCL (R)	SUMMER SHOWCASE GUNS, GUNS, GUNS
11,080	9,920	9,830
12.5	11.2	11.1
24	20	20
11.5	11.0	10.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.0	11.4	10.6	11.3	13.3	13.6	13.7	12.3
26	23	21	21	24	24	24	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.5	3.1	3.4	4.4	4.5	4.1	3.3
8	7	6	6	8	8	7	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.2	2.4	2.5	2.6	2.8	2.4	1.9
3	4	5	5	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3	6.0	6.2	6.2	7.1	6.7	6.2	5.3
11	12	12	12	13	12	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.9	3.4	4.2	4.9	4.9	5.1	4.6
4	6	7	8	9	9	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.6	48.3	48.2	48.8	48.5	49.8	50.6	52.1	53.1	54.5	55.5	56.8	55.8	55.2	53.8	52.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GROWING PAINS (R) →				HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		← SPENSER: FOR HIRE (R) →			
11,160	12.1 *			9,830		7,620		7,620	8.5 *		8.7 *
12.6	25 *			11.1		8.6		8.6	15 *		16 *
25	12.6	13.1	13.2	21	11.1	15	8.3	16	8.6	8.7	8.7
11.6				11.0		8.9		8.4			

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← JAKE AND THE FATMAN (R)(PAE) →				← EQUALIZER (R) →				← WISEGUY (R) →			
7,800	8.5 *			7,180				8,590	9.3 *		10.1 *
8.8	17 *			8.1		7.6 *		9.7	17 *		19 *
17	8.6	9.0	9.1	15	7.5	14 *	8.3	18	9.6	10.0	10.3
8.4				7.8				8.9			

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MOVIE OF THE WEEK-WED POLICE STORY: THE FREEWAY KILLINGS (R) →											
10,810	10.1 *			10.3 *		11.8 *		13.5 *		13.7 *	13.6 *
12.2	21 *			20 *		22 *		24 *		25 *	26 *
23	10.3	10.3	10.3	11.4	12.1	13.2	13.7	13.7	13.7	13.6	13.6
10.0											

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2		11.0		10.6		10.6		13.0		15.0		13.7		12.0
25		23		22		21		24		27		25		23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.0		2.8		3.1		4.2		4.7		3.5		2.6
6		6		6		6		8		8		6		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.8		2.2		2.5		2.2		2.4		2.1		1.9
3		4		4		5		4		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1		5.2		5.0		5.3		6.9		7.9		8.2		6.6
11		11		10		10		13		14		15		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		3.1		3.9		4.5		4.8		3.5		3.5		4.4
5		6		8		9		9		6		6		8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JUL. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.3	46.4	45.9	46.4	46.9	48.5	50.1	51.9	52.6	54.6	55.0	55.4	53.9	53.9	52.6	51.5
<p>ABC TV</p> <p>AVERAGE AUDIENCE (Hhlds (000) & %) {</p> <p>SHARE AUDIENCE %</p> <p>AVG. AUD. BY 1/4 HR %</p>																
<p>← ABC THURSDAY NIGHT MOVIE →</p> <p>THE HEARST AND DAVIES AFFAIR (R)(PAE)</p> <p>HOthouse →</p>																
					7,090								4,960			
					8.0	7.8 *		7.7 *		8.1 *		8.5 *	5.6	6.1 *		5.1 *
					15	16 *		15 *		15 *		15 *	11	11 *		10 *
					8.0	7.5	7.6	7.8	8.0	8.3	8.5	8.5	6.5	5.6	4.9	5.3
<p>CBS TV</p> <p>AVERAGE AUDIENCE (Hhlds (000) & %) {</p> <p>SHARE AUDIENCE %</p> <p>AVG. AUD. BY 1/4 HR %</p>																
<p>← 48 HOURS →</p> <p>WEDDINGS IN AMERICA</p> <p>SIMON & SIMON (R)(PAE)</p> <p>CAGNEY & LACEY (R)</p>																
					5,940					6,290			6,560			
					6.7	6.3 *		7.2 *		7.1 *		7.1 *	7.4	7.0 *		7.7 *
					14	13 *		14 *		13 *		13 *	14	13 *		15 *
					6.6	6.0	7.2	7.1	7.0	7.2	7.1	7.0	6.8	7.2	7.5	7.9
<p>NBC TV</p> <p>AVERAGE AUDIENCE (Hhlds (000) & %) {</p> <p>SHARE AUDIENCE %</p> <p>AVG. AUD. BY 1/4 HR %</p>																
<p>BILL COSBY SHOW (R)</p> <p>A DIFFERENT WORLD</p> <p>CHEERS (R)</p> <p>NIGHT COURT (R)</p> <p>← L.A. LAW →</p>																
					14,090					14,970			14,000			
					15.9					16.9			15.8	15.4 *		16.1 *
					33					31			30	29 *		31 *
					14.5	17.2	16.7	17.3	16.5	17.3	17.1	17.2	15.4	15.5	15.9	16.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.1	11.7	10.9	11.9	13.3	13.7	14.5	13.2
SHARE AUDIENCE %	26	25	23	23	25	25	27	25

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.4	2.9	3.2	4.2	4.6	4.6	4.1
SHARE AUDIENCE %	7	7	6	6	8	8	9	8

PBS

AVERAGE AUDIENCE	1.0	1.6	2.0	2.0	2.1	2.2	2.0	2.3
SHARE AUDIENCE %	2	3	4	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE	4.6	4.7	4.7	5.5	6.2	6.1	6.7	5.9
SHARE AUDIENCE %	10	10	10	11	12	11	12	11

PAY SERVICES

AVERAGE AUDIENCE	2.5	2.9	3.1	3.5	4.0	4.4	5.6	5.0
SHARE AUDIENCE %	5	6	6	7	7	8	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	44.0	44.3	42.6	43.0	43.5	44.7	45.3	46.1	46.4	47.5	48.2	49.8	50.1	50.6	49.7	48.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT
STRANGERS
(R)FULL HOUSE
(R)MR. BELVEDERE
(R)MARRIED DORA
(R)(PAE)

20/20

9,830	10,100	9,570	9,570	12,230												
11.1	11.4	10.8	10.8	13.8	13.7	*									14.0	*
25	25	23	22	28	27	*									29	*
10.2	11.9	11.2	11.7	10.5	11.2	10.5	11.1	13.3	14.1	14.2	13.8					

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS FRIDAY MOVIE
KANE & ABEL PT 1
(R)(PAE)

7,440																
8.4	7.8	*	7.8	*	8.4	*	8.6	*	8.9	*	8.9	*	8.9	*	8.9	*
18	18	*	17	*	18	*	17	*	18	*	18	*	18	*	18	*
7.9	7.7	7.8	7.7	8.3	8.4	8.5	8.8	8.9	9.0	8.9	8.9					

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)

NBC MAJOR LGE BSBL GM FRI
NEW YORK METS VS HOUSTON
(8:15-11:04)(PAE)

4,160	5,670															
4.7	6.4		5.5	*	6.0	*	6.5	*	7.5	*	7.1	*	7.1	*	7.1	*
11	14		12	*	13	*	14	*	15	*	15	*	15	*	15	*
4.7	4.7	5.3	5.6	6.0	5.9	6.3	6.7	7.5	7.4	7.1	7.0					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.4	11.8	11.9	12.1	13.3	14.0	11.3	10.2
28	28	27	26	28	29	22	21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.8	3.0	3.1	3.5	3.8	2.6	1.8
6	7	7	7	7	8	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.8	2.3	2.3	1.7	1.9	2.0	1.9
3	4	5	5	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	5.3	5.9	6.2	6.1	6.2	5.7	5.9
10	12	13	14	13	13	11	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.7	3.3	3.6	4.3	4.7	5.4	4.7
5	6	7	8	9	10	11	10

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBC MAJOR LGE PRE GM FRI, NBC, (8:00-8:15), (S)

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.7	38.4	38.2	38.7	41.3	42.6	43.4	44.3	46.0	47.7	47.6	48.8	48.7	49.2	49.1	48.3	45.7	42.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← SUPERCARRIER (R) →

← OHARA (R)(PAE) →

← DRUGS: A PLAGUE (R) →

4,780									6,020									
5.4						5.1	*		5.6	*	6.8		7.4	*	8.3		8.6	*
13						12	*		13	*	14		15	*	17		18	*
4.9						5.3		5.6	5.7		5.9		6.4		7.1		7.8	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← HIGH MOUNTAIN RANGERS (R) →

← CBS SPECIAL MOVIE
KANE & ABEL PT 2
(R)(PAE) →

5,580									5,760									
6.3						6.1	*		6.4	*	6.5		6.2	*			7.0	*
15						14	*		15	*	14		13	*			14	*
6.2						6.0		6.3	6.6		5.4		5.6		5.9		6.4	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FACTS OF LIFE (R)

227 (R)

GOLDEN GIRLS (R)

AMEN (R)

← HUNTER (R) →

9,660									10,900									
10.9									12.3								14.4	*
26									28								30	*
10.0						11.7		11.9	12.7		15.5		16.6		13.5		13.9	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.6									9.6									
25									21								19	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1									2.9									
8									6								5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9									2.3									
5									5								3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2									5.7									
16									12								11	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2									4.5									
8									10								10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SAT. JUL.9. 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	38.0	35.6	33.1	31.1	28.3	25.6	23.2	20.5	18.0	16.2	14.6	13.4	11.7	10.6				
ABC TV	(1)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,330																	
SHARE AUDIENCE	% 5																	
AVG. AUD. BY 1/4 HR	% 1.5																	
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	
NBC TV	← SATURDAY NIGHT → (PAE) (11:30-12:50)(PAE)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 6,110																	
SHARE AUDIENCE	% 6.9	8.3 *			6.4 *													
AVG. AUD. BY 1/4 HR	% 21	23 *			20 *													
	% 9.0	7.7	6.7		6.1	5.6												
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	8.7	7.9			6.7	5.7			4.5		3.8		2.5					
SHARE AUDIENCE %	24	25			25	26			26		27		22					
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.2	2.1			1.8	1.6			1.1		0.9		0.6	^				
SHARE AUDIENCE %	6	7			7	7			6		6		5	^				
PBS																		
AVERAGE AUDIENCE	1.3	1.0			0.9	0.5	^		0.2	^	0.1	√	0.1	√				
SHARE AUDIENCE %	4	3			3	2	^		1	^	1	√	1	√				
CABLE ORIG.																		
AVERAGE AUDIENCE	4.5	3.8			3.3	2.3			1.8		1.7		1.7					
SHARE AUDIENCE %	12	12			12	11			11		12		15					
PAY SERVICES																		
AVERAGE AUDIENCE	4.7	4.4			4.3	4.4			3.8		3.5		3.2					
SHARE AUDIENCE %	13	14			16	20			22		25		29					
For explanation of symbols. See page 2.																		

For explanation of symbols, See page B.

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.2	44.2	45.5	46.8	48.0	50.3	52.0	53.1	53.2	54.9	55.6	56.7	55.7	55.1	54.8	54.2	50.9	42.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← DISNEY SUNDAY MOVIE →					← MACGYVER (R) →					← ABC SUNDAY NIGHT MOVIE →							
SPOT MARKS THE X, PT.2 (R)										LACE II, PT.1 (R)(PAE)							
4,870					6,380					8,060							
5.5	5.2	*		5.7	* 7.2	6.4	*	8.0	* 9.1	8.4	*	8.9	*	9.3	*	9.6	*
12	12			12	* 14	13	*	15	* 17	16	*	16	*	17	*	18	*
5.1	5.3	5.5	5.9	6.2	6.5	7.7	8.2	8.3	8.6	8.6	9.1	9.5	9.1	9.5	9.8		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 60 MINUTES →				← MURDER, SHE WROTE (R) →				← CBS SUNDAY MOVIE KANE & ABEL PT 3 (R)(PAE) →								← CBS SUNDAY NEWS →	
13,290				12,760				8,680								2,660	
15.0	14.4 *			15.6 *	14.4 *	14.0 *		14.9 *	9.8 *	9.6 *		9.4 *		9.8 *		10.2 *	3.0
34	33 *			34 *	28 *	28 *		28 *	18 *	18 *		17 *		18 *		19 *	6
13.7	15.1	15.5		15.6	13.9	14.1	14.9	14.8	9.9	9.3	9.3	9.4	9.8	9.9	10.1	10.3	3.0

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← RAGS TO RICHES (R) →				← FAMILY TIES (R) →				← NBC SUNDAY NIGHT MOVIE THE NATURAL (8:30-11:20)(R) →									
5,760				8,680			13,730										
6.5	6.0 *		6.9 *	9.8 *			15.5	10.2 *	15.0 *		16.0 *		16.7 *		17.7 *	18.2 *	
14	14 *		15 *	20 *			29	19 *	28 *		29 *		30 *		33 *	37 *	
6.0	6.1	6.5	7.4	9.2	10.5	9.8	10.7	14.2	15.8	16.0	15.9	16.8	16.7	17.2	18.2	12.9	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	11.6		11.8		12.3		11.9		11.9		12.5		10.8		9.3		6.3
	27		26		25		23		22		22		19		17		13

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.8		2.9		2.6		2.5		2.8		3.2		2.8		2.6		1.8
	6		6		5		5		5		6		5		5		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.5		1.6		2.2		2.8		2.4		2.6		1.9		1.7		1.2
	3		3		4		5		4		5		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.7		4.7		4.7		5.2		5.2		5.0		4.6		4.2		3.1
	11		10		10		10		10		9		8		8		7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.4		2.7		3.1		3.2		5.3		5.9		6.7		6.0		4.1
	6		6		6		6		10		11		12		11		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SUN. JUL.10, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.5	30.2	25.9	22.9	20.1	18.3	15.9	14.4	12.4	11.2	9.8	8.9	7.9	7.1				

ABC TV

(1)

AVERAGE AUDIENCE { 1,770
 (Hhlds (000) & %) 2.0
 SHARE AUDIENCE % 10
 AVG. AUD. BY 1/4 HR % 2.0

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2)

(PAE)

AVERAGE AUDIENCE { 1,680
 (Hhlds (000) & %)
 SHARE AUDIENCE % 1.9
 AVG. AUD. BY 1/4 HR % 7
 1.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
 SHARE AUDIENCE %

6.0 4.7 3.6 3.0 2.3 1.7 1.5
 18 19 19 20 19 18 20

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.5 1.5 1.1 1.1 0.8 0.7 ^ 0.7 ^
 5 6 6 7 7 8 ^ 9 ^

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.0 0.7 ^ 0.5 ^ 0.3 ^ 0.1 v 0.1 v 0.1 v
 3 3 ^ 3 ^ 2 ^ 1 v 1 v 1 v

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

3.6 2.8 2.6 1.7 1.4 1.2 1.2
 11 11 14 11 12 13 16

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

4.4 3.9 3.4 3.2 2.5 2.1 1.8
 13 16 18 21 21 23 24

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, (PAE), NBC, (11:51-12:06)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 4-8, 1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.8	8.0	9.5	10.9	12.6	14.0	15.0	16.3	17.7	19.1	20.3	21.3	22.5	23.7	24.2	24.7	23.1	24.1
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		850		1,610			2,910				3,420							
SHARE AUDIENCE		1.0		1.8			3.3				3.9							
AVG. AUD. BY 1/4 HR		12		17			21				19							
		1.0		1.8			3.2	3.4			3.9	3.9						
CBS TV				CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2					FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)				740				1,740				2,020					2,980	
SHARE AUDIENCE				0.8				2.0				2.3					3.4	
AVG. AUD. BY 1/4 HR				10				13				11					14	
				0.7	0.9			2.0	2.0			2.1	2.4				3.1	3.6
NBC TV				NBC NEWS AT SUNRISE (TUE-FRI) (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)					SALE OF THE CENTURY (TUE-FRI) (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)				1,380				2,940				3,300					2,810	
SHARE AUDIENCE				1.6	1.7 *			3.3				3.7					3.2	
AVG. AUD. BY 1/4 HR				20	21 *			22				19					14	
				1.5	2.0			3.2	3.4			3.7	3.8				3.0	3.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.6		2.2		3.1		4.2		5.2		6.0		5.4		5.6		5.6	
SHARE AUDIENCE %	21		22		23		27		28		29		23		23		24	

SUPERSTATIONS

AVERAGE AUDIENCE	0.6		0.7		1.1		1.4		1.7		1.8		1.7		1.9		1.8	
SHARE AUDIENCE %	8		7		9		9		9		8		8		8		7	

PBS

AVERAGE AUDIENCE	0.1	✓	0.1	✓	0.3	^	0.5		0.7		1.0		1.2		1.3		1.2	
SHARE AUDIENCE %	1	✓	1	✓	2	^	3		4		5		5		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	1.0		1.3		1.5		1.7		2.2		2.7		2.8		3.2		3.0	
SHARE AUDIENCE %	13		13		11		11		12		13		12		13		13	

PAY SERVICES

AVERAGE AUDIENCE	0.8		0.7		0.9		0.9		1.1		1.4		1.8		1.7		1.7	
SHARE AUDIENCE %	10		7		6		6		6		7		8		7		7	

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	24.7	25.2	25.4	26.3	26.7	27.5	28.5	29.2	29.4	30.2	31.3	32.0	31.3	31.2	30.1	30.2	29.9	30.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS? M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN (PAE) →

← ONE LIFE TO LIVE (PAE) →

3,470
3.9
15
3.7

4.1

2,680
3.0
11
3.1

2.9

2,020
2.3
8
2.3

2.3

3,170
3.6
12
3.5

3.7

5,670
6.4
20
5.8

6.3

6.7

6.8

6.4

6.5

6.3

6.4

6.5

6.6

6.6

6.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS →

BOLD AND THE BEAUTIFUL

← AS THE WORLD TURNS →

3,240
3.7
15
3.5

3.8

5,300
6.0
23
5.7

6.3

6,630
7.5
28
7.3

7.7

7,090
8.0
27
7.7

8.1

8.2

8.0

8.1

8.2

8.0

8.1

8.2

8.0

8.1

8.2

8.0

8.1

8.2

8.0

8.1

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CLASSIC CONCENTRATION (TUE-FRI)(PAE)

WHEEL OF FORTUNE (TUE-FRI)(PAE)

WIN, LOSE OR DRAW (TUE-FRI)(PAE)

SUPER PASSWORD (TUE-FRI)(PAE)

SCRABBLE (PAE)

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

3,430
3.9
16
3.7

4.0

4,340
4.9
19
4.9

5.0

4,160
4.7
18
4.5

4.9

3,190
3.6
13
3.5

3.7

3,770
4.3
14
4.2

4.3

6,680
7.5
24
7.0

7.5

7.3

7.9

7.8

7.5

7.9

7.8

7.5

7.9

7.8

7.5

7.9

7.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6
22

5.0
19

5.5
20

6.0
21

6.8
23

6.4
20

7.1
23

6.6
22

6.7
22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8
7

1.8
7

2.0
7

2.0
7

2.3
8

1.9
6

2.0
6

1.9
6

1.9
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
4

0.9
3

0.8
3

1.0
3

1.0
3

0.9
3

0.9
3

0.8
3

0.8
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0
12

3.0
11

3.2
12

3.6
13

3.4
11

3.6
12

3.7
12

3.9
13

3.9
13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
8

1.9
7

1.6
6

1.7
6

1.7
6

1.8
6

1.8
6

1.8
6

1.6
5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	29.3	29.8	30.3	30.8	30.9	32.1	32.8	34.0	34.5	36.1	37.1	38.7	43.4	44.6	45.1	45.5		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← GENERAL HOSPITAL →																	
{	6,270																	
%	7.1	6.9	*		7.2	*												
%	23	23	*		23	*												
%	6.8	7.0		7.2	7.1													

(PAE)

ABC WORLD
NEWS TONIGHT

7,830
8.8
20
8.7 9.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← GUIDING LIGHT (PAE) →																	
{	5,120																	
%	5.8	5.8	*		5.7	*												
%	19	20	*		19	*												
%	5.9	5.8		5.8	5.6													

CBS EVENING
NEWS-RATHER

8,540
9.6
22
9.7 9.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← SANTA BARBARA →																	
{	3,740																	
%	4.2	4.2	*		4.2	*												
%	14	14	*		14	*												
%	4.3	4.2		4.2	4.2													

(PAE)

NBC NIGHTLY
NEWS

7,370
8.3
19
8.3 8.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.4		8.0		8.1		8.6		9.4		10.2		11.7		12.2				
25		26		26		26		27		27		27		27				

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.3		2.4		2.5		2.7		2.9		3.0		2.8				
7		8		8		7		8		8		7		6				

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.8		0.8		0.7		0.7		0.7		0.9		1.1				
2		3		2		2		2		2		2		2				

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		4.3		4.4		4.4		4.1		4.5		4.7		4.9				
14		14		14		13		12		12		11		11				

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.8		1.6		1.7		1.7		1.6		2.3		2.5				
6		6		5		5		5		4		5		6				

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.6	8.3	9.2	11.0	13.0	14.8	16.7	18.1	19.7	21.0	22.7	23.9	24.7	25.1	26.0	26.6	27.4

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUDDLES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY & TWEETY SHOW
1,150	1,860	2,300	2,660	3,540	3,990	3,900
1.3	2.1	2.6	3.0	4.0	4.5	4.4
11	13	14	14	16	18	16
1.2	1.5	2.0	2.2	3.8	4.2	4.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,150	1,950	2,840	3,540	4,080	3,190	3,540
1.3	2.2	3.2	4.0	4.6	3.6	4.0
11	14	17	18	19	14	15
1.2	1.5	2.0	3.0	4.7	3.6	4.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
1,770	2,920	3,630	4,610	3,990	4,250	3,460
2.0	3.3	4.1	5.2	4.5	4.8	3.9
17	21	22	24	19	19	14
1.8	2.3	3.0	5.2	4.6	4.6	3.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1 30	2.4 27	3.1 26	3.6 23	3.9 21	4.8 22	5.3 22	6.0 23	7.0 26
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SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8 11	0.9 10	1.0 8	1.4 9	1.3 7	1.3 6	1.3 5	1.3 5	1.9 7
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PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<< <<	0.1 1	0.4 3	0.7 4	1.0 5	0.8 4	1.0 4	1.1 4	1.3 5
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CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 21	1.7 19	2.2 18	2.6 17	2.8 15	2.9 13	3.6 15	3.7 14	3.7 14
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PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2 17	1.3 15	1.7 14	1.7 11	1.9 10	2.1 10	2.3 9	2.8 11	2.9 11
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.3	27.6	27.6	27.8	27.6	28.4	27.6	28.2	28.4	29.5	29.7	29.9	30.4	31.1	31.2	31.9	32.4	32.2

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,100		2,570		1,680		2,040										
SHARE AUDIENCE	%	3.5		2.9		1.9		2.3										
AVG. AUD. BY 1/4 HR	%	3.5	3.4	2.8	3.0	2.0	1.8	2.2	2.3									

FLINTSTONE
KIDSANIMAL CRACK-
UPS

HEALTH SHOW

(1)

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,280		3,190		3,190												
SHARE AUDIENCE	%	3.7		3.6		3.6												
AVG. AUD. BY 1/4 HR	%	3.5	3.8	3.6	3.6	3.5	3.7											

DENNIS THE
MENACE

TEEN WOLF

GALAXY HIGH
SCHOOL**NBC TV**

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920		2,040		1,510		3,630	6,380									
SHARE AUDIENCE	%	3.3		2.3		1.7		4.1	7.2									
AVG. AUD. BY 1/4 HR	%	3.2	3.4	2.2	2.3	1.7	1.7	4.0	4.8	5.8	6.1	20	6.9	6.9	7.1	7.4	7.6	8.1

NEW ARCHIES

FOOFUR
(PAE)

I'M TELLING

(2)

NBC MAJOR LEAGUE BASEBALL
NEW YORK METS VS. HOUSTON
(1:46-4:51)(PAE)**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.4		7.2		8.0		7.7		8.2		7.2		7.8		8.1		8.9
SHARE AUDIENCE %	27		26		29		28		28		24		25		26		28

SUPERSTATIONS

AVERAGE AUDIENCE	2.1		2.2		2.3		1.8		2.0		1.6		1.9		2.1		2.2
SHARE AUDIENCE %	8		8		8		6		7		5		6		7		7

PBS

AVERAGE AUDIENCE	1.2		1.4		1.2		1.6		1.8		1.9		1.7		1.9		1.4
SHARE AUDIENCE %	4		5		4		6		6		6		6		6		4

CABLE ORIG.

AVERAGE AUDIENCE	4.1		4.3		4.6		4.9		4.8		4.9		4.7		5.3		5.5
SHARE AUDIENCE %	15		16		16		18		17		16		15		17		17

PAY SERVICES

AVERAGE AUDIENCE	3.0		3.1		3.2		3.5		3.5		3.7		3.8		3.5		3.2
SHARE AUDIENCE %	11		11		11		13		12		12		12		11		10

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND SPECIALS, LIBERTY AND THE LITTLES PT. 3, ABC, (1:00-1:30), (R)
 (2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:30-1:46)

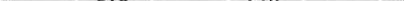
For explanation of symbols, See page B.

DAY SAT. JUL. 9, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	31.7	32.1	32.4	32.4	31.9	32.1	33.2	33.5	34.6	35.9	36.4	37.1						

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)		SHARE AUDIENCE		AVG. AUD. BY 1/4 HR	
12-17	10.0	10.0	10.0	10.0	10.0
18-24	10.0	10.0	10.0	10.0	10.0
25-34	10.0	10.0	10.0	10.0	10.0
35-44	10.0	10.0	10.0	10.0	10.0
45-54	10.0	10.0	10.0	10.0	10.0
55-64	10.0	10.0	10.0	10.0	10.0
65+	10.0	10.0	10.0	10.0	10.0
Total		Total		Total	

								
ABC WIDE WORLD-SPORTS SAT								ABC WRLD NEWS TONIGHT-SAT
2,480								4,520
2.8	2.7 *		2.6 *		2.8 *		3.0 *	5.1
8	8 *		8 *		8 *		9 *	13
2.7	2.7	2.6	2.6	2.9	2.6	2.9	3.1	4.8 5.4

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS SPORTS SATURDAY BUDWEISER BOXING						CBS SAT. NEWS- SCHIEFFER
3,190						4,250
3.6	2.9	*	3.8	*	4.0	4.8
11	9	*	12	*	12	12
2.7	3.0	3.7	3.9	4.2	3.9	4.8 4.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> ANHEUSER BUSCH GOLF-SAT. (4:51-6:00) (PAE) </div>						NBC NIGHTLY NEWS-SAT.
		4,080					5,940
7.8	*	4.6		4.6	*	4.6	6.7
24	*	14		14	*	14	17
7.9	7.7	8.0	5.1	4.7	4.4	4.5	6.7
						4.6	6.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	76,000	1.8%
1981-82	76,000	1.8%
1982-83	76,000	1.8%
1983-84	76,000	1.8%
1984-85	76,000	1.8%
1985-86	76,000	1.8%
1986-87	76,000	1.8%
1987-88	76,000	1.8%
1988-89	76,000	1.8%
1989-90	76,000	1.8%
1990-91	76,000	1.8%
1991-92	76,000	1.8%
1992-93	76,000	1.8%
1993-94	76,000	1.8%
1994-95	76,000	1.8%
1995-96	76,000	1.8%
1996-97	76,000	1.8%
1997-98	76,000	1.8%
1998-99	76,000	1.8%
1999-00	76,000	1.8%
2000-01	76,000	1.8%
2001-02	76,000	1.8%
2002-03	76,000	1.8%
2003-04	76,000	1.8%
2004-05	76,000	1.8%
2005-06	76,000	1.8%
2006-07	76,000	1.8%
2007-08	76,000	1.8%
2008-09	76,000	1.8%
2009-10	76,000	1.8%
2010-11	76,000	1.8%
2011-12	76,000	1.8%
2012-13	76,000	1.8%
2013-14	76,000	1.8%
2014-15	76,000	1.8%
2015-16	76,000	1.8%
2016-17	76,000	1.8%
2017-18	76,000	1.8%
2018-19	76,000	1.8%
2019-20	76,000	1.8%
2020-21	76,000	1.8%
2021-22	76,000	1.8%
2022-23	76,000	1.8%
2023-24	76,000	1.8%
2024-25	76,000	1.8%
2025-26	76,000	1.8%
2026-27	76,000	1.8%
2027-28	76,000	1.8%
2028-29	76,000	1.8%
2029-30	76,000	1.8%
2030-31	76,000	1.8%
2031-32	76,000	1.8%
2032-33	76,000	1.8%
2033-34	76,000	1.8%
2034-35	76,000	1.8%
2035-36	76,000	1.8%
2036-37	76,000	1.8%
2037-38	76,000	1.8%
2038-39	76,000	1.8%
2039-40	76,000	1.8%
2040-41	76,000	1.8%
2041-42	76,000	1.8%
2042-43	76,000	1.8%
2043-44	76,000	1.8%
2044-45	76,000	1.8%
2045-46	76,000	1.8%
2046-47	76,000	1.8%
2047-48	76,000	1.8%
2048-49	76,000	1.8%
2049-50	76,000	1.8%
2050-51	76,000	1.8%
2051-52	76,000	1.8%
2052-53	76,000	1.8%
2053-54	76,000	1.8%
2054-55	76,000	1.8%
2055-56	76,000	1.8%
2056-57	76,000	1.8%
2057-58	76,000	1.8%
2058-59	76,000	1.8%
2059-60	76,000	1.8%
2060-61	76,000	1.8%
2061-62	76,000	1.8%
2062-63	76,000	1.8%
2063-64	76,000	1.8%
2064-65	76,000	1.8%
2065-66	76,000	1.8%
2066-67	76,000	1.8%
2067-68	76,000	1.8%
2068-69	76,000	1.8%
2069-70	76,000	1.8%
2070-71	76,000	1.8%
2071-72	76,000	1.8%
2072-73	76,000	1.8%
2073-74	76,000	1.8%
2074-75	76,000	1.8%
2075-76	76,000	1.8%
2076-77	76,000	1.8%
2077-78	76,000	1.8%
2078-79	76,000	1.8%
2079-80	76,000	1.8%
2080-81	76,000	1.8%
2081-82	76,000	1.8%
2082-83	76,000	1.8%
2083-84	76,000	1.8%
2084-85	76,000	1.8%
2085-86	76,000	1.8%
2086-87	76,000	1.8%
2087-88	76,000	1.8%
2088-89	76,000	1.8%
2089-90	76,	

9.0 28	10.0 31	10.8 34	11.7 35	10.1 29	10.5 29
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SUPERSTATIONS

AVERAGE AUDIENCE		SHARE AUDIENCE %	
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2.1 7	2.6 8	3.3 10	3.7 11	3.4 10	3.5 10
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PBS

PROGRAM	DATE	TIME	VIEWERS*	SHARE	AUDIENCE %
60 MINUTES	12/1/79	7-8P	1,000,000	15.0	15.0
60 MINUTES	12/8/79	7-8P	1,000,000	15.0	15.0
60 MINUTES	12/15/79	7-8P	1,000,000	15.0	15.0
60 MINUTES	12/22/79	7-8P	1,000,000	15.0	15.0
60 MINUTES	12/29/79	7-8P	1,000,000	15.0	15.0
60 MINUTES	1/5/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	1/12/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	1/19/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	1/26/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	2/2/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	2/9/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	2/16/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	2/23/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	3/2/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	3/9/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	3/16/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	3/23/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	3/30/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	4/6/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	4/13/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	4/20/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	4/27/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	5/4/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	5/11/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	5/18/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	5/25/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	6/1/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	6/8/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	6/15/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	6/22/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	6/29/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	7/6/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	7/13/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	7/20/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	7/27/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	8/3/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	8/10/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	8/17/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	8/24/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	8/31/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	9/7/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	9/14/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	9/21/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	9/28/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	10/5/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	10/12/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	10/19/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	10/26/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	11/2/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	11/9/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	11/16/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	11/23/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	11/30/80	7-8P	1,000,000	15.0	15.0
60 MINUTES	12/7/80	7-8P	1,000,000	15.	

1.6 5	1.8 6	1.9 6	2.0 6	1.7 5	1.5 4
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CABLE ORIG.

PROGRAM	VIEWERS*	SHARE	AUDIENCE %
6:00-6:30P	1,000,000	10.0	10.0
6:30-7:00P	1,000,000	10.0	10.0
7:00-7:30P	1,000,000	10.0	10.0
7:30-8:00P	1,000,000	10.0	10.0
8:00-8:30P	1,000,000	10.0	10.0
8:30-9:00P	1,000,000	10.0	10.0
9:00-9:30P	1,000,000	10.0	10.0
9:30-10:00P	1,000,000	10.0	10.0
10:00-10:30P	1,000,000	10.0	10.0
10:30-11:00P	1,000,000	10.0	10.0
11:00-11:30P	1,000,000	10.0	10.0
11:30-12:00A	1,000,000	10.0	10.0
12:00-12:30A	1,000,000	10.0	10.0
12:30-1:00A	1,000,000	10.0	10.0
1:00-1:30A	1,000,000	10.0	10.0
1:30-2:00A	1,000,000	10.0	10.0
2:00-2:30A	1,000,000	10.0	10.0
2:30-3:00A	1,000,000	10.0	10.0
3:00-3:30A	1,000,000	10.0	10.0
3:30-4:00A	1,000,000	10.0	10.0
4:00-4:30A	1,000,000	10.0	10.0
4:30-5:00A	1,000,000	10.0	10.0
5:00-5:30A	1,000,000	10.0	10.0
5:30-6:00A	1,000,000	10.0	10.0
6:00-6:30A	1,000,000	10.0	10.0
6:30-7:00A	1,000,000	10.0	10.0
7:00-7:30A	1,000,000	10.0	10.0
7:30-8:00A	1,000,000	10.0	10.0
8:00-8:30A	1,000,000	10.0	10.0
8:30-9:00A	1,000,000	10.0	10.0
9:00-9:30A	1,000,000	10.0	10.0
9:30-10:00A	1,000,000	10.0	10.0
10:00-10:30A	1,000,000	10.0	10.0
10:30-11:00A	1,000,000	10.0	10.0
11:00-11:30A	1,000,000	10.0	10.0
11:30-12:00P	1,000,000	10.0	10.0
12:00-12:30P	1,000,000	10.0	10.0
12:30-1:00P	1,000,000	10.0	10.0
1:00-1:30P	1,000,000	10.0	10.0
1:30-2:00P	1,000,000	10.0	10.0
2:00-2:30P	1,000,000	10.0	10.0
2:30-3:00P	1,000,000	10.0	10.0
3:00-3:30P	1,000,000	10.0	10.0
3:30-4:00P	1,000,000	10.0	10.0
4:00-4:30P	1,000,000	10.0	10.0
4:30-5:00P	1,000,000	10.0	10.0
5:00-5:30P	1,000,000	10.0	10.0
5:30-6:00P	1,000,000	10.0	10.0
6:00-6:30P	1,000,000	10.0	10.0
6:30-7:00P	1,000,000	10.0	10.0
7:00-7:30P	1,000,000	10.0	10.0
7:30-8:00P	1,000,000	10.0	10.0
8:00-8:30P	1,000,000	10.0	10.0
8:30-9:00P	1,000,000	10.0	10.0
9:00-9:30P	1,000,000	10.0	10.0
9:30-10:00P	1,000,000	10.0	10.0
10:00-10:30P	1,000,000	10.0	10.0
10:30-11:00P	1,000,000	10.0	10.0
11:00-11:30P	1,000,000	10.0	10.0
11:30-12:00A	1,000,000	10.0	10.0
12:00-12:30A	1,000,000	10.0	10.0
12:30-1:00A	1,000,000	10.0	10.0
1:00-1:30A	1,000,000	10.0	10.0
1:30-2:00A	1,000,000	10.0	10.0
2:00-2:30A	1,000,000	10.0	10.0
2:30-3:00A	1,000,000	10.0	10.0
3:00-3:30A	1,000,000	10.0	10.0
3:30-4:00A	1,000,000	10.0	10.0
4:00-4:30A	1,000,000	10.0	10.0

5.7 18	6.4 20	6.9 22	7.1 21	6.7 19	6.1 17
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PAY SERVICES

	AVERAGE AUDIENCE
	SHARE AUDIENCE %
10-19	18%
20-29	22%
30-39	25%
40-49	28%
50-59	30%
60-69	32%
70+	35%

3.5 11	3.6 11	3.1 10	2.7 8	2.7 8	2.7 7
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U.S. TV HOUSEHOLDS: 88,600,000
(i) NBC MAJOR LEAGUE BASEBALL, NEW YORK METS VS HOUSTON, (PAE), NBC, (1:46-4:51)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.3	7.0	7.8	8.9	10.6	11.7	13.4	14.8	16.8	18.8	19.7	20.7	21.7	22.6	22.8	24.0	25.4	26.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

2,920

3.3

16

2.5

2.8

15

3.1

*

*

*

3.5

17

3.5

*

*

*

3.6

16

3.5

*

*

*

2,220

2.5

10

2.4

*

*

*

2.7

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,420

1.6

11

1.3

1.3

11

1.4

*

*

*

1.6

11

1.6

*

*

*

1.9

10

1.8

*

*

*

1.9

1.8

2.1

1,950

2.2

11

2.3

2.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8
272.4
293.3
303.8
275.1
296.5
327.1
328.1
359.5
37**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5
7

^

^

0.9
111.3
121.4
102.0
112.6
132.2
102.3
102.9
11**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1
1

v

v

0.4
5

^

^

0.7
6

^

^

1.1
81.2
71.2
61.2
51.4
61.3
5**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6
242.1
252.8
253.4
243.8
213.9
194.2
194.9
214.8
19**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
181.3
161.2
111.6
112.2
122.4
123.0
143.0
133.5
14

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	27.5	27.8	28.5	28.6	28.9	27.5	28.5	28.8	30.0	30.2	30.1	31.0	31.1	31.5	32.5	33.4	34.3

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

{	2,840				1,330													
%	3.2	3.1 *		3.2	* 1.5													
%	11	11 *		11	* 6													
%	3.0	3.3	3.2	3.3	1.6	1.4												

U.S. OLYMPIC
TRIALS: BOX IN
(3:00-5:00)

2,300																		
2.6																		
8																		
2.2																		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

SPORTSWORLD

3,630																		
4.1																		
13																		
3.3																		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

AUDIENCE ESTIMATES														DAY SUN. JUL.10, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
TIME	4:00		4:15		4:30		4:45		5:00		5:15		5:30		5:45		6:00		6:15		6:30		6:45																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
HUT		34.4		34.5		33.9		34.3		34.2		34.9		35.0		35.8		37.5		37.9		38.9		39.1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										</

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

U.S. OLYMPIC TRIALS BOX IN (3:00-5:00)				← MUTUAL OF OMAHA SPEC →				ABC WRLD NEWS TONIGHT-SUN			
				3,630				5,490			
2.9 *		3.3 *		4.1 *		3.5 *		4.6 *		6.2	
8 *		10 *		12 *		10 *		13 *		15	
2.9		3.0		3.2		3.8		4.4		4.8	
								6.1 6.3			

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

CBS SPORTS SUNDAY BUDWEISER BOXING/TOUR DE FRANCE					CBS EVENING NEWS-SUNDAY	
3,280					5,230	
3.7	3.7 *	3.6 *		3.8 *	5.9	
11	11 *	10 *		11 *	15	
3.7	3.7	3.7	3.9	3.8	5.6	6.1

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

ANHEUSER BUSCH GOLF-SUN. (4:00-6:36) (PAE)										NBC NIGHTLY NEWS-SUN (6:36-7:00) (PAE)		
4,340											4,520	
4.9	4.4	*		4.7	*		4.9	*		5.0	*	5.1
14	13	*		14	*		14	*		14	*	13
4.4	4.4		4.6	4.8		4.9	4.8		4.9	5.0		4.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

12.8 37	13.2 39	13.8 40	12.5 35	11.6 31	11.6 30
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1960-61	1,000,000	1.0
1961-62	1,000,000	1.0
1962-63	1,000,000	1.0
1963-64	1,000,000	1.0
1964-65	1,000,000	1.0
1965-66	1,000,000	1.0
1966-67	1,000,000	1.0
1967-68	1,000,000	1.0
1968-69	1,000,000	1.0
1969-70	1,000,000	1.0
1970-71	1,000,000	1.0
1971-72	1,000,000	1.0
1972-73	1,000,000	1.0
1973-74	1,000,000	1.0
1974-75	1,000,000	1.0
1975-76	1,000,000	1.0
1976-77	1,000,000	1.0
1977-78	1,000,000	1.0
1978-79	1,000,000	1.0
1979-80	1,000,000	1.0
1980-81	1,000,000	1.0
1981-82	1,000,000	1.0
1982-83	1,000,000	1.0
1983-84	1,000,000	1.0
1984-85	1,000,000	1.0
1985-86	1,000,000	1.0
1986-87	1,000,000	1.0
1987-88	1,000,000	1.0
1988-89	1,000,000	1.0
1989-90	1,000,000	1.0
1990-91	1,000,000	1.0
1991-92	1,000,000	1.0
1992-93	1,000,000	1.0
1993-94	1,000,000	1.0
1994-95	1,000,000	1.0
1995-96	1,000,000	1.0
1996-97	1,000,000	1.0
1997-98	1,000,000	1.0
1998-99	1,000,000	1.0
1999-00	1,000,000	1.0
2000-01	1,000,000	1.0
2001-02	1,000,000	1.0
2002-03	1,000,000	1.0
2003-04	1,000,000	1.0
2004-05	1,000,000	1.0
2005-06	1,000,000	1.0
2006-07	1,000,000	1.0
2007-08	1,000,000	1.0
2008-09	1,000,000	1.0
2009-10	1,000,000	1.0
2010-11	1,000,000	1.0
2011-12	1,000,000	1.0
2012-13	1,000,000	1.0
2013-14	1,000,000	1.0
2014-15	1,000,000	1.0
2015-16	1,000,000	1.0
2016-17	1,000,000	1.0
2017-18	1,000,000	1.0
2018-19	1,000,000	1.0
2019-20	1,000,000	1.0
2020-21	1,000,000	1.0
2021-22	1,000,000	1.0
2022-23	1,000,000	1.0
2023-24	1,000,000	1.0
2024-25	1,000,000	1.0
2025-26	1,000,000	1.0
2026-27	1,000,000	1.0
2027-28	1,000,000	1.0
2028-29	1,000,000	1.0
2029-30	1,000,000	1.0
2030-31	1,000,000	1.0
2031-32	1,000,000	1.0
2032-33	1,000,000	1.0
2033-34	1,000,000	1.0
2034-35	1,000,000	1.0
2035-36	1,000,000	1.0
2036-37	1,000,000	1.0
2037-38	1,000,000	1.0
2038-39	1,000,000	1.0
2039-40	1,000,000	1.0
2040-41	1,000,000	1.0
2041-42	1,000,000	1.0
2042-43	1,000,000	1.0
2043-44	1,000,000	1.0
2044-45	1,000,000	1.0
2045-46	1,000,000	1.0
2046-47	1,000,000	1.0
2047-48	1,000,000	1.0
2048-49	1,000,000	1.0
2049-50	1,000,000	1.0
2050-51	1,000,000	1.0
2051-52	1,000,000	1.0

3.7 11	3.7 11	3.9 11	3.2 9	2.8 7	2.7 7
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.2 3	1.5 4	1.4 4	1.8 5	1.5 4	1.4 4
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CABLE ORIG.

	AVERAGE AUDIENCE
	SHARE AUDIENCE %
1980-81	17.6
1981-82	17.6
1982-83	17.6
1983-84	17.6
1984-85	17.6
1985-86	17.6
1986-87	17.6
1987-88	17.6
1988-89	17.6
1989-90	17.6
1990-91	17.6
1991-92	17.6
1992-93	17.6
1993-94	17.6
1994-95	17.6
1995-96	17.6
1996-97	17.6
1997-98	17.6
1998-99	17.6
1999-00	17.6
2000-01	17.6
2001-02	17.6
2002-03	17.6
2003-04	17.6
2004-05	17.6
2005-06	17.6
2006-07	17.6
2007-08	17.6
2008-09	17.6
2009-10	17.6
2010-11	17.6
2011-12	17.6
2012-13	17.6
2013-14	17.6
2014-15	17.6
2015-16	17.6
2016-17	17.6
2017-18	17.6
2018-19	17.6
2019-20	17.6
2020-21	17.6
2021-22	17.6
2022-23	17.6
2023-24	17.6
2024-25	17.6
2025-26	17.6
2026-27	17.6
2027-28	17.6
2028-29	17.6
2029-30	17.6
2030-31	17.6
2031-32	17.6
2032-33	17.6
2033-34	17.6
2034-35	17.6
2035-36	17.6
2036-37	17.6
2037-38	17.6
2038-39	17.6
2039-40	17.6
2040-41	17.6
2041-42	17.6
2042-43	17.6
2043-44	17.6
2044-45	17.6
2045-46	17.6
2046-47	17.6
2047-48	17.6
2048-49	17.6
2049-50	17.6
2050-51	17.6
2051-52	17.6
2052-53	17.6
2053-54	17.6
2054-55	17.6
2055-56	17.6
2056-57	17.6
2057-58	17.6
2058-59	17.6
2059-60	17.6
2060-61	17.6
2061-62	17.6
2062-63	17.6
2063-64	17.6
2064-65	17.6
2065-66	17.6
2066-67	17.6
2067-68	17.6
2068-69	17.6
2069-70	17.6
2070-71	17.6
2071-72	17.6
2072-73	17.6
2073-74	17.6
2074-75	17.6
2075-76	17.6
2076-77	17.6
2077-78	17.6
2078-79	17.6
2079-80	17.6
2080-81	17.6
2081-82	17.6
2082-83	17.6
2083-84	17.6
2084-85	17.6
2085-86	17.6
2086-87	17.6
2087-88	17.6
2088-89	17.6
2089-90	17.6
2090-91	17.6
2091-92	17.6
2092-93	17.6
2093-94	17.6
2094-95	17.6
2095-96	17.6
2096-97	17.6
2097-98	17.6
2098-99	17.6
2099-00	17.6
2100-01	17.6
2101-02	17.6
2102-03	17.6
2103-04	17.6
2104-05	17.6
2105-06	17.6
2106-07	17.6
2107-08	17.6
2108-09	17.6
2109-10	17.6
2110-11	17.6
2111-12	17.6
2112-13	17.6
2113-14	17.6
2114-15	17.6
2115-16	17.6
2116-17	17.6
2117-18	17.6
2118-19	17.6
2119-20	17.6
2120-21	17.6
2121-22	17.6
2122-23	17.6
2123-24	17.6
2124-25	17.6
2125-26	17.6
2126-27	17.6
2127-28	17.6
2128-29	17.6
2129-30	17.

5.9 17	6.0 18	5.7 16	5.3 15	5.8 15	5.9 15
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	76,000	1.0
1981-82	76,000	1.0
1982-83	76,000	1.0
1983-84	76,000	1.0
1984-85	76,000	1.0
1985-86	76,000	1.0
1986-87	76,000	1.0
1987-88	76,000	1.0
1988-89	76,000	1.0
1989-90	76,000	1.0
1990-91	76,000	1.0
1991-92	76,000	1.0
1992-93	76,000	1.0
1993-94	76,000	1.0
1994-95	76,000	1.0
1995-96	76,000	1.0
1996-97	76,000	1.0
1997-98	76,000	1.0
1998-99	76,000	1.0
1999-00	76,000	1.0
2000-01	76,000	1.0
2001-02	76,000	1.0
2002-03	76,000	1.0
2003-04	76,000	1.0
2004-05	76,000	1.0
2005-06	76,000	1.0
2006-07	76,000	1.0
2007-08	76,000	1.0
2008-09	76,000	1.0
2009-10	76,000	1.0
2010-11	76,000	1.0
2011-12	76,000	1.0
2012-13	76,000	1.0
2013-14	76,000	1.0
2014-15	76,000	1.0
2015-16	76,000	1.0
2016-17	76,000	1.0
2017-18	76,000	1.0
2018-19	76,000	1.0
2019-20	76,000	1.0
2020-21	76,000	1.0
2021-22	76,000	1.0
2022-23	76,000	1.0
2023-24	76,000	1.0
2024-25	76,000	1.0
2025-26	76,000	1.0
2026-27	76,000	1.0
2027-28	76,000	1.0
2028-29	76,000	1.0
2029-30	76,000	1.0
2030-31	76,000	1.0
2031-32	76,000	1.0
2032-33	76,000	1.0
2033-34	76,000	1.0
2034-35	76,000	1.0
2035-36	76,000	1.0
2036-37	76,000	1.0
2037-38	76,000	1.0
2038-39	76,000	1.0
2039-40	76,000	1.0
2040-41	76,000	1.0
2041-42	76,000	1.0
2042-43	76,000	1.0
2043-44	76,000	1.0
2044-45	76,000	1.0
2045-46	76,000	1.0
2046-47	76,000	1.0
2047-48	76,000	1.0
2048-49	76,000	1.0
2049-50	76,000	1.0
2050-51	76,000	1.0
2051-52	76,000	1.0
2052-53	76,000	1.0
2053-54	76,000	1.0
2054-55	76,000	1.0
2055-56	76,000	1.0
2056-57	76,000	1.0
2057-58	76,000	1.0
2058-59	76,000	1.0
2059-60	76,000	1.0
2060-61	76,000	1.0
2061-62	76,000	1.0
2062-63	76,000	1.0
2063-64	76,000	1.0
2064-65	76,000	1.0
2065-66	76,000	1.0
2066-67	76,000	1.0
2067-68	76,000	1.0
2068-69	76,000	1.0
2069-70	76,000	1.0
2070-71	76,000	1.0
2071-72	76,000	1.0
2072-73	76,000	1.0
2073-74	76,000	1.0
2074-75	76,000	1.0
2075-76	76,000	1.0
2076-77	76,000	1.0
2077-78	76,000	1.0
2078-79	76,000	1.0
2079-80	76,000	1.0
2080-81	76,000	1.0
2081-82	76,000	1.0
2082-83	76,000	1.0
2083-84	76,000	1.0
2084-85	76,000	1.0
2085-86	76,000	1.0
2086-87	76,000	1.0
2087-88	76,000	1.0
2088-89	76,000	1.0
2089-90	76,	

2.9 8	3.0 9	3.0 9	3.2 9	2.7 7	2.2 6
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U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 09, 1988

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)
ABC WEEKEND SPECIALS (R)								
1.00PM	30	ABC	4.4	149	5.0	124	4.4	71
ALF-SAT MORN								
10.00AM	30	NBC	9.8	332	11.2	281	13.6	217
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	4.1	139	5.2	130	5.9	94
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	10.4	353	12.5	313	14.6	233
ANIMAL CRACK-UPS								
12.00NN	30	ABC	4.6	155	4.8	119	4.7	74
BUGS BUNNY & TWEETY SHOW								
11.00AM	30	ABC	7.7	260	8.6	216	8.3	132
DENNIS THE MENACE								
11.30AM	30	CBS	7.4	250	8.7	218	7.9	126
FLINTSTONE KIDS								
11.30AM	30	ABC	6.4	216	7.1	177	6.9	110
FOOFUR								
12.00NN	30	NBC	4.8	161	5.2	130	6.3	101
FRAGGLE ROCK								
11.00AM	30	NBC	8.3	280	9.8	245	11.5	183
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	6.8	232	8.3	206	7.2	115
GUMMI BEARS								
8.00AM	30	NBC	4.1	137	4.3	108	4.8	76
HELLO KITTY								
8.00AM	30	CBS	2.5	85	2.9	72	3.3	53
I'M TELLING								
12.30PM	30	NBC	3.6	121	3.5	87	4.3	69
LITTLE CLOWNS-HAPPYTOWN								
8.00AM	30	ABC	2.4	80	3.0	74	3.6	57
LITTLE WIZARDS								
9.30AM	30	ABC	6.1	207	7.5	188	8.1	129
MIGHTY MOUSE								
10.30AM	30	CBS	7.0	236	8.5	212	8.2	131
MUPPET BABIES I								
8.30AM	30	CBS	4.5	153	5.8	144	5.9	94
MUPPET BABIES II								
9.00AM	30	CBS	6.6	223	8.6	214	7.8	125
MUPPET BABIES III								
9.30AM	30	CBS	7.9	267	10.0	249	9.9	157
MY PET MONSTER								
9.00AM	30	ABC	5.5	187	6.8	170	7.5	119

**SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS**

SATURDAY, JULY 09, 1988

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)	UNDER 6 AA% (0,000)	UNDER 6 AA% (0,000)	
NEW ARCHIES	11.30AM	30	NBC	7.1 240	8.0 199	8.5 135		
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	9.1 309	11.5 286	12.1 192		
POPEYE & SON	11.00AM	30	CBS	8.0 271	9.6 240	9.1 145		
REAL GHOSTBUSTERS I	10.00AM	30	ABC	8.1 274	9.4 234	9.3 148		
REAL GHOSTBUSTERS II	10.30AM	30	ABC	9.1 309	10.5 261	10.6 169		
SMURFS I	8.30AM	30	NBC	6.5 220	7.6 189	8.8 140		
SMURFS II	9.00AM	30	NBC	8.2 278	9.3 232	11.2 178		
SMURFS III	9.30AM	30	NBC	10.9 368	12.4 309	14.4 229		
TEEN WOLF	12.00NN	30	CBS	7.2 244	8.7 217	7.8 124		

UE: 33810

UE:24940

UE: 15920

INTAB: 1217

INTAB: 902

INTAB: 569

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS